

DOCKET FILE COPY ORIGINAL

Received & Inspected

FEB 19 2014

FCC Mail Room

Carolina Hoofbeats TV  
121 W. Nash St. Suite 200  
Wilson, NC 27893  
252-235-7645

February 11, 2014

Federal Communications Commission  
Washington, DC 20554

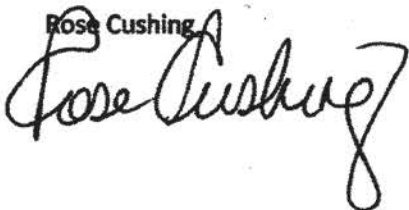
Re: Case Identifier: CGB-CC-1236 1326  
CG Docket No. 06-181  
Petition for Closed Caption Exemption  
Request for Supplemental Information

Dear Sirs:

I have enclosed an update on my petition. I have answered all of the questions that you sent me within that document. We are a new startup business and there aren't any tax records filed as of this date. I will be preparing them for filing as a 2013 return is due for the term from August to December 31. I will be glad to forward you a copy of those documents as soon as they are done. I anticipate having those prepared by March 15. As there are not two years prior documentation available will that suffice? I can prepare a financial statement based on that tax return if that will work. I will be glad to send you that as well. I sent you the sworn affidavit in the first mailing. Since we are a new company is there any other type information that I can provide you that will assist you in your determination?

Please advise me if this documentation will work and if there is anything further I can send you. Thank you for your consideration.

Rose Cushing



No. of Copies rec'd 0  
List ABCDE

Carolina Hoofbeats TV LLC  
121 W. Nash St. Suite 200  
Wilson, NC 27893  
252-235-7645

Received & Inspected  
FEB 19 2014  
FCC Mail Room

Re: Closed Caption Exemption

Dear Sirs:

I would like to petition for an exemption to the closed caption requirement for our television show. Our show Carolina Hoofbeats TV is an equine television show and is new to North Carolina. It is our first endeavor at a television show. We began our show in August 2013 on a small cable network and it has slowly grown to additional cable networks in the area. We are going to begin airing it on CW22 in Raleigh, NC on January 5. It will be a weekly show on Sunday mornings at 7:30 a.m. for 30 minutes. It is designed to educate and grow the equine industry within North Carolina. Kids involved in agriculture are 75-80% less likely to become involved with drugs, gangs and crime. It is our goal to allow kids and their families to fall in love with horses and hopefully want to be involved in the equine industry within our state.

We have gotten quotes from several companies via the telephone and they have ranged from \$500 per episode to \$250 per episode. Since we are a new show we haven't gotten sponsors yet and are struggling to pay for just the air time. It is our sincere hope that our show will grow and sponsors will become involved with our show as we progress. Right now we are just at a basic starting point. One of the small cable channels is looking into doing closed captioning for their shows and I hope will offer the service to us at an affordable cost at some point in the future. I have looked at buying the equipment to do this myself, but for one 30 minute show it is not cost effective.

I am not sure that we can sustain our opportunity to grow our show and promote the equine industry if we have to provide closed captioning at this point in time. We are a very small company, just my husband and I.

We currently have one customer purchasing advertising at a rate of \$600 per month. That is our only income for the show at this point. We have no loans or credit cards.

Our expenses for the show are:

CW22 air time 30 minute slots are \$400 each so that is \$1600 per month.  
WHIG TV expenses are \$900 per month that includes editing and air time.  
Billing and accounting costs are \$100 per month currently  
I use my personal cell phone for calls.

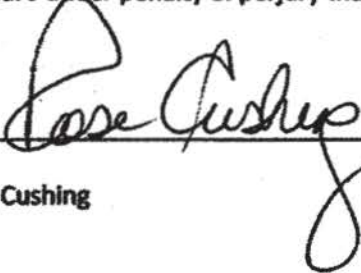
Right now I am filling the gap for this difference out of our personal income but if I had to add closed captioning at even the lowest cost of \$250 per episode that would add an additional \$1000 per month to my expenses. Channel 22 did provide me with a resource for the closed captioning and this is where the lowest quote came from over the telephone.

Our assets: We received a grant from the NC Horse Council which helped us to buy our entry level video camera and tripod with a microphone system. These assets are valued at \$7,000. As you can see this is a

very low budget show at this time. I host and my husband is the camera man. This is a part-time endeavor for us. My husband and I both have full time jobs other than Carolina Hoofbeats TV.

The equine industry in North Carolina is a \$2 billion dollar a year business. There are 57,000 registered horse owners within our state and just about everyone enjoys watching horses. We cover all equine industry related items from the Mounted Police Units, US Equestrian Team members, Cowboys, English jumping, dressage, and back yard horse owners right on up to the NC State Vet School. I feel that the potential to grow the show exists, but will of course take time. I am not asking for a permanent exemption, but it would be a tremendous help if we could be granted the exemption for the first year or two to enable us to grow the business, develop sponsors and be able to afford closed captioning. As an alternative we could include a brief synopsis of each show in writing as an "article" type scenario on our website that could be available to viewers to read more about the subject.

I declare under penalty of perjury that the information contained in this submission is true and correct.



Rose Cushing